



WWTI  
201 Humboldt St  
Rochester, NY 14610

Mark Guma Communications  
211 W 107th St  
Ste 2E  
New York, NY 10025

# Contract # 1444185

Schedule Dates 10/07/16-10/13/16  
Advertiser Addie Russell/State Assembly/Democrat/NY (8404)  
Agency Mark Guma Communications (11059)  
Product Political - State Representative (1073)  
Brand WWTI 10.6.16-10.12.16 (566367)  
Salesperson Watertown, House (2272)  
Sales Office Watertown  
Buyer Name  
Phone/Fax  
CPE  
Account Types  
Billing Type  
Comments

Date Entered 10/06/16  
Last Modified 10/06/16  
Entered By Ashley Cesta  
CO-OP No  
Headline #  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$520.50  
Net Total \$2,949.50  
Sales Tax

Local/Political  
Standard

Watertown (WWTI)		
By Broadcast Month	Spots	Rate
Oct. 2016	72	\$3,470.00
Grand Total:	72	\$3,470.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/07/16-10/07/16	5	:30	6A- 7A (EST)	1					X			1	\$10.00	\$10.00	Watertown (WWTI)		10/6/16
2.0	Normal Line / SPOT	10/10/16-10/12/16	5	:30	6A- 7A (EST)	4	X	X	X					4	\$10.00	\$40.00	Watertown (WWTI)		10/6/16
3.0	Normal Line / SPOT	10/07/16-10/07/16	5	:30	7A- 9A (EST)	3					X			3	\$20.00	\$60.00	Watertown (WWTI)		10/6/16
4.0	Normal Line / SPOT	10/10/16-10/12/16	5	:30	7A- 9A (EST)	7	X	X	X					7	\$20.00	\$140.00	Watertown (WWTI)		10/6/16
5.0	Normal Line / SPOT	10/08/16-10/08/16	5	:30	8A- 9A (EST)	1					X			1	\$35.00	\$35.00	Watertown (WWTI)		10/6/16
6.0	Normal Line / SPOT	10/09/16-10/09/16	5	:30	8A- 9A (EST)	1						X		1	\$35.00	\$35.00	Watertown (WWTI)		10/6/16
7.0	Normal Line / SPOT	10/07/16-10/07/16	5	:30	9A- 10A (EST)	1					X			1	\$10.00	\$10.00	Watertown (WWTI)		10/6/16
8.0	Normal Line / SPOT	10/10/16-10/12/16	5	:30	9A- 10A (EST)	2	X	X	X					2	\$10.00	\$20.00	Watertown (WWTI)		10/6/16
9.0	Normal Line / SPOT	10/07/16-10/07/16	5	:30	10A- 11A (EST)	1					X			1	\$10.00	\$10.00	Watertown (WWTI)		10/6/16
10.0	Normal Line / SPOT	10/10/16-10/12/16	5	:30	10A- 11A (EST)	2	X	X	X					2	\$10.00	\$20.00	Watertown (WWTI)		10/6/16
11.0	Normal Line / SPOT	10/07/16-10/07/16	5	:30	11A- 12P (EST)	1					X			1	\$30.00	\$30.00	Watertown (WWTI)		10/6/16
12.0	Normal Line / SPOT	10/10/16-10/12/16	5	:30	11A- 12P (EST)	4	X	X	X					4	\$30.00	\$120.00	Watertown (WWTI)		10/6/16
13.0	Normal Line / SPOT	10/07/16-10/07/16	5	:30	12P- 12:30P (EST)	1					X			1	\$10.00	\$10.00	Watertown (WWTI)		10/6/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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Advertiser	Addie Russell/State Assembly/Democrat/NY (8404)	Last Modified	10/06/16
Agency	Mark Guma Communications (11059)	Entered By	Ashley Cesta
Product	Political - State Representative (1073)	CO-OP	No
Brand	WWTI 10.6,16-10.12,16 (566367)	Headline #	
Salesperson	Watertown, House (2272)	Demo	
Sales Office	Watertown	Order Type	Normal
Buyer Name		Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	N/A	Commission	\$520.50
Account Types	Local/Political	Net Total	\$2,949.50
Billing Type	Standard	Sales Tax	
Comments			

Watertown (WWTI)		
By Broadcast Month	Spots	Rate
Oct. 2016	72	\$3,470.00
<b>Grand Total:</b>	<b>72</b>	<b>\$3,470.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.0	Normal Line / SPOT	10/10/16-10/12/16	5	:30	12P-12:30P (EST)	2	X	X	X					2	\$10.00	\$20.00	Watertown (WWTI)		10/6/16
15.0	Normal Line / SPOT	10/07/16-10/07/16	5	:30	12:30P-1P (EST)	1					X			1	\$10.00	\$10.00	Watertown (WWTI)		10/6/16
16.0	Normal Line / SPOT	10/10/16-10/12/16	5	:30	12:30P-1P (EST)	2	X	X	X					2	\$10.00	\$20.00	Watertown (WWTI)		10/6/16
17.0	Normal Line / SPOT	10/07/16-10/07/16	5	:30	1P-2P (EST)	1					X			1	\$25.00	\$25.00	Watertown (WWTI)		10/6/16
18.0	Normal Line / SPOT	10/10/16-10/12/16	5	:30	1P-2P (EST)	2	X	X	X					2	\$25.00	\$50.00	Watertown (WWTI)		10/6/16
19.0	Normal Line / SPOT	10/07/16-10/07/16	5	:30	2P-3P (EST)	1					X			1	\$25.00	\$25.00	Watertown (WWTI)		10/6/16
20.0	Normal Line / SPOT	10/10/16-10/12/16	5	:30	2P-3P (EST)	2	X	X	X					2	\$25.00	\$50.00	Watertown (WWTI)		10/6/16
21.0	Normal Line / SPOT	10/07/16-10/07/16	5	:30	3P-4P (EST)	1					X			1	\$25.00	\$25.00	Watertown (WWTI)		10/6/16
22.0	Normal Line / SPOT	10/10/16-10/12/16	5	:30	3P-4P (EST)	2	X	X	X					2	\$25.00	\$50.00	Watertown (WWTI)		10/6/16
23.0	Normal Line / SPOT	10/07/16-10/07/16	5	:30	4P-5P (EST)	2					X			2	\$55.00	\$110.00	Watertown (WWTI)		10/6/16
24.0	Normal Line / SPOT	10/10/16-10/12/16	5	:30	4P-5P (EST)	2	X	X	X					2	\$55.00	\$110.00	Watertown (WWTI)		10/6/16
25.0	Normal Line / SPOT	10/07/16-10/07/16	5	:30	5P-6P (EST)	2					X			2	\$60.00	\$120.00	Watertown (WWTI)		10/6/16
26.0	Normal Line / SPOT	10/10/16-10/12/16	5	:30	5P-6P (EST)	2	X	X	X					2	\$60.00	\$120.00	Watertown (WWTI)		10/6/16
27.0	Normal Line / SPOT	10/07/16-10/07/16	5	:30	6P-6:30P (EST)	2					X			2	\$10.00	\$20.00	Watertown (WWTI)		10/6/16

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28.0	Normal Line / SPOT	10/10/16-10/12/16	5	:30	6P- 6:30P (EST)	3	X	X	X					3	\$10.00	\$30.00	Watertown (WWTI)		10/6/16
29.0	Normal Line / SPOT	10/08/16-10/08/16	5	:30	6P- 6:30P (EST)	1						X		1	\$10.00	\$10.00	Watertown (WWTI)		10/6/16
30.0	Normal Line / SPOT	10/10/16-10/10/16	5	:30	7P- 7:30P (EST)	1	X							1	\$65.00	\$65.00	Watertown (WWTI)		10/6/16
31.0	Normal Line / SPOT	10/10/16-10/10/16	5	:30	8P- 10P (EST)	1	X							1	\$225.00	\$225.00	Watertown (WWTI)		10/6/16
32.0	Normal Line / SPOT	10/11/16-10/11/16	5	:30	8P- 9P (EST)	1		X						1	\$200.00	\$200.00	Watertown (WWTI)		10/6/16
33.0	Normal Line / SPOT	10/07/16-10/07/16	5	:30	9P- 10P (EST)	1				X				1	\$225.00	\$225.00	Watertown (WWTI)		10/6/16
34.0	Normal Line / SPOT	10/07/16-10/07/16	5	:30	10P- 11P (EST)	1				X				1	\$225.00	\$225.00	Watertown (WWTI)		10/6/16
35.0	Normal Line / SPOT	10/09/16-10/09/16	5	:30	7P- 8P (EST)	1						X		1	\$150.00	\$150.00	Watertown (WWTI)		10/6/16
36.0	Normal Line / SPOT	10/08/16-10/08/16	5	:30	12P- 3P (EST)	3						X		3	\$45.00	\$135.00	Watertown (WWTI)		10/6/16
37.0	Normal Line / SPOT	10/08/16-10/08/16	5	:30	3P- 6P (EST)	3						X		3	\$45.00	\$135.00	Watertown (WWTI)		10/6/16
38.0	Normal Line / SPOT	10/08/16-10/08/16	5	:30	7:30P- 11P (EST)	2						X		2	\$225.00	\$450.00	Watertown (WWTI)		10/6/16
39.0	Normal Line / SPOT	10/13/16-10/13/16	5	:30	8P- Grey's Anatomy	1				X				1	\$325.00	\$325.00	Watertown (WWTI)		10/6/16

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Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b>	<b>Date:</b>
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I, MARK GUMA,

being/on behalf of: ADDIE RUSSELL, a legally

qualified candidate of the DEMOCRATIC political

party for the office of: STATE ASSEMBLY

in the GENERAL

election to be held on: NOV. 8, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**



For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

COMMITTEE TO ELECT ADDIE JENNE RUSSELL

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

KERRY YOUNG

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**To Be Signed By Candidate or Authorized Committee**

10/5/14

Date

Mark Young

Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]  
Signature

Darion Males  
Printed Name

VP/GM  
Title



RECORD OF REQUEST FOR BROADCAST TIME BY OR ON BEHALF OF A  
CANDIDATE FOR POLITICAL OFFICE

Required information regarding candidate advertising\*

Station: \_\_\_\_\_

Date of Request: 10/5/16

Candidate: ADDIE RUSSELL

Office Sought: STATE ASSEMBLY

Authorized Committee: COMMITTEE TO ELECT ADDIE JEUNE RUSSELL

Name of Contact: MARK GUMA

City: NEW YORK

State: NEW YORK

Zip: 10025

Phone: (646) 831-7896

Treasurer: KERRY YOUNG

Information Requested: RATES, RTGS. A 35<sup>+</sup>

5-110-2851 (20)